RJ REYNOLDS

TOBACCO COMPANY

T. A. McMAHON
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All Buffalo Sales Representatives

Doral Box Introduction

By now you have all received the information on the Doral Box Introduction.

Along with the introduction of *Doral FF Menthol Box*, we will be re-introducing *Doral Lt Box* and *Doral FF Box*. The current Doral Box in distribution has numerous out-of-stocks and low stock levels. We must address this immediately.

As a reminder, *Doral Box* and *Doral Lt Box* is now a national brand and will be available from all wholesalers. *Doral FF Menthol Box* will only be available from Buffalo Region wholesalers.

Please utilize the attached prebook form to emphasize to retailers the importance of this *Doral Box* in their marketing mix.

Sincerely,

Todd

T. A. McMahon
Division Manager
TAM/jc
cc: K. Jurgensen
Enc.

51860 6131

Source: https://www.industrydocuments.ucsf.edu/docs/nsdn0000

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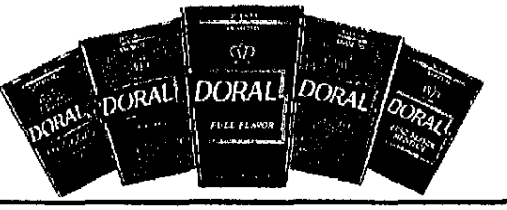

DORAL BOX

RETAIL ORDER

DATE _____ JOBBER _____

ACCOUNT NAME _____ BRANCH LOCATION _____

STREET _____

CITY _____ ACCOUNT ID # _____

STATE _____ ZIP _____

DELIVERY DATE: _____

PLEASE ENSURE DELIVERY OF THE FOLLOWING QUANTITY OF CIGARETTES TO MY STORE:

# OF CARTONS	DORAL BRAND NAME	Warehouse Item No.
_____	FULL FLAVOR BOX	_____
_____	FULL FLAVOR MEN BOX	_____
_____	LIGHT BOX	_____

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SPECIAL INSTRUCTIONS: _____

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_____

_____ _____

PURCHASER *RJR* REPRESENTATIVE

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